# Retail and consumer sectors embrace AI innovation and sustainability partnerships



Over the past week, several prominent companies across the retail and consumer sectors have announced significant innovations and strategic partnerships aimed at enhancing digital capabilities, sustainability efforts, and customer experiences.

Currys, a long-standing fixture on the British high street since 1927, serving over 73 million in-store customers and attracting 1.7 billion online visitors annually, has revealed its latest advancements in marketing campaign creation. The electronics retailer has integrated Adobe Firefly’s generative AI tools into their creative processes to accelerate the production of on-brand content. Stuart McDonald, Head of Creative Services at Currys, highlighted the importance of quickly capturing customer attention: “There’s a big story to tell, and together, words and pictures have to engage customers in a short space of time.” He explained to Retail Technology Innovation Hub that Adobe Firefly allows the team to bring these stories to life swiftly and effectively, producing campaigns with an expanded range of possibilities without sacrificing creativity or control.

The company showcased the capabilities of Adobe Firefly in its recent 'New Term' campaign, where generative AI was instrumental in developing visuals and templates closely aligned with Currys’ signature aesthetic. Tools such as Composition Reference and Generative Expand notably reduced the time typically required for design stages. This digital advancement enhances Currys’ ongoing efforts to maintain cultural relevance, following the successful viral engagement achieved through their TikTok series blending self-aware humour with topical trends.

In parallel, Kenvue, the consumer health products firm behind brands like Tylenol, Neutrogena, and Listerine, has entered a five-year collaboration with Microsoft to advance its digital transformation through artificial intelligence technologies. This strategic alliance will see Kenvue scaling its utilisation of Microsoft Azure’s suite of services, including data analytics, machine-enabled collaboration, predictive analytics, smart agents, digital twins, and generative AI. The initiative aims to improve predictive capabilities and optimise human-machine collaboration, fostering innovation in product development and market approaches while refining customer experience and commercial operations.

Further developments in the sustainability domain have emerged from Circ and Acegreen Eco-Material Technology Co., a subsidiary of Taiwan’s Acelon Chemicals & Fiber Corporation. These companies have formalised a long-term commercial agreement to accelerate the adoption of circular materials in the textile sector. Over the course of five years, Acegreen is committed to purchasing Circ’s recycled pulp from its first commercial-scale facility, using this material to produce lyocell fibres for brands looking to integrate recycled content into their supply chains. Simultaneously, Acegreen will acquire Circ’s recycled polyester to support polyester filament manufacturing. Peter Majeranowski, CEO of Circ, underscored the importance of the partnership, stating, “Acegreen was one of the first to work with us, and they’ve played an important role in advancing our technology and bringing it to market. ... Their ability to move quickly and adapt is a great example of how great partners can accelerate real progress toward circularity.”

In the realm of on-demand delivery, Gopuff has introduced The Bakery, a new in-app category launching fresh baked goods available for rapid delivery, timed with the upcoming 4/20 period. Carly Bickerstaff, Vice President of Merchandising at Gopuff, commented on the initiative: “With this launch, we’re leveraging our vertically integrated model to deliver fresh, affordable and high quality baked goods in minutes. As we continue to innovate to bring our customers more of what they love, we’re thrilled to launch this new category with an extensive lineup of freshly baked goods to make every moment a little sweeter.”

As part of the launch, Gopuff has partnered with Magnolia Bakery to offer the Puff’rnutter Cupcake exclusively through The Bakery during the 4/20 weekend and thereafter. Inspired by the traditional fluffernutter sandwich, this cupcake combines vanilla and chocolate bases filled with a marshmallow centre and topped with peanut butter buttercream frosting, sold in two-packs priced at $11.99.

These developments collectively illustrate a dynamic week of technological innovation, sustainability advancement, and product diversification across multiple sectors, driven by collaboration with leading technology platforms and a focus on meeting evolving consumer demands.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://retailtechinnovationhub.com/home/2025/4/16/currys-helps-marketing-team-by-embedding-adobe-firefly-generative-ai-tech-into-creative-workflow> - This article supports the claim that Currys has integrated Adobe Firefly’s generative AI into their creative process to accelerate the production of on-brand content. It highlights the use of Firefly in Currys’ recent 'New Term' campaign.
* <https://www.adobe.com/products/firefly.html> - This webpage provides information on Adobe Firefly, explaining its capabilities in generating images, audio, and video, and its integration with Adobe Creative Cloud.
* <https://retailtechinnovationhub.com/home/2025/4/16/kenvue-teams-with-microsoft-to-scale-use-of-ai-and-gen-ai-solutions-and-overhaul-digital-operations> - This piece covers Kenvue's five-year collaboration with Microsoft to scale its use of AI technologies, including data analytics and generative AI, to enhance predictive capabilities and customer experiences.
* <https://currysplc.com/news-media/press-releases/2024/currys-selects-accenture-and-microsoft-to-accelerate-adoption-of-generative-ai/> - This press release details Currys' partnership with Accenture and Microsoft to accelerate the adoption of generative AI across its operations, aiming to enhance customer experiences and business efficiency.
* <https://news.adobe.com/news/2025/03/publicis-groupe-and-adobe-expand-global-partnership> - Although not directly related to Currys, this article further highlights the expansive use of Adobe Firefly in creative fields through its integration with Publicis Groupe.